



A Company Snapshot:

Adobe, founded in 1982, has revenues of \$4.26 billion, and more than 90% of creative professionals use their products. Their powerful software programs, and their core technologies, like the Adobe Reader (with more than 1 billion downloads worldwide) and the Adobe Portable Document Format (PDF) shape every aspect of the digital world.

The Challenge:

Adobe's sales force needed to be able to quickly assess whether a client needs were being sufficiently met: was the client a good candidate for upgrades or new software packages? The system Adobe had in place required those determinations to be made manually, which took a great deal of time and an intermediate knowledge of Excel. The challenge for ExcelHelp.com was to develop a system that made the Adobe sales force more efficient and simplified this process.

Excelhelp.com studied Adobe's current system and listened to their feedback, and developed a solution that could save them time, save them frustration, and ultimately help them sell more product.

The Solution:

ExcelHelp created an automated system to replace their manual one. A power user is able to create every potential situation and scenario that the sales force might encounter in assessment of financial gain. Any member of the sales force, the end user, can then choose from a list of these scenarios and press a button, and all the calculations are done for them. The average sales team member doesn't need specialized Excel knowledge or to spend their time and energy.

The ExcelHelp solution is faster and more robust, and doesn't require any special skills or training of the sales staff, allowing them to better concentrate on their primary function: selling. A task that would have taken upwards of an hour now simply required seconds.

Key Client Benefits:

When the Adobe sales team is assessing income potential, they can now do it much faster. Automation not only saves time, it prevents user error and saves the cost of employee training on operations not critical to their position. Helpful in the present, automation is also helpful in that it facilitates future expansion in the multi-level user approach. By allowing for an Adobe Power User to input new scenarios, current situations and trends can be anticipated or responded



to quickly, and the assimilation of these new scenarios team-wide is instant. As a unit, Adobe can be more responsive than before, making them a much leaner and more effective sales organization.